

A NEW CALENDAR FOR A NEW WORLD

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PRESIDENT TRUMAN in his address at Kansas City, Missouri, 28 June, when the University of Kansas City conferred upon him the degree of Doctor of Laws, said:

"... it is absolutely necessary for the greatest republic that the sun has ever shone upon to live with the world as a whole, and not by itself . . . that the world is no longer county size, no longer state size, no longer nation size—it is one world, as Willkie said. It is a world in which we must all get along. And it is my opinion that this great republic ought to lead the way . . . we live in this country at least in an age of law and an age of reason, an age in which we can get along with our neighbors. Now, we must do that nationally. It will be just as easy for nations to get along in a republic of the world as it is for you to get along in the Republic of the United States."

In these clear and concise words the President of the United States pointed the way for us all to follow in the friendly path of international relations and progress.

Surely in this new age of law, reason and science there is great need for a time-instrument such as The World Calendar which in arrangement exemplifies law, order, equality and cooperation and whereby all peoples are united as one in the realm of time.

The fractious and irreconcilable Gregorian calendar in use today, wherein the time-units continuously disagree and where coordination and harmony are not possible, can to some extent be likened to and be responsible for a world that has brought forth, within the first half of the 20th Century, two World Wars and a depression.

Now with the approach of the second half of the 20th Century and with all humanity determined to build a better world for all peoples, one more united in a spirit of understanding and cooperation, The World Calendar will logically find a proper place in this progressive program by its adoption Sunday, 1 January 1950. Intensive preparatory action in these next immediate years is imperative.

The Editor of the *Journal of Calendar Reform* urges everyone to give ready acceptance and earnest support to this new and better time-plan, thus implementing further the United Nations Charter and the World Court in their organized efforts for world cooperation and good will.

# CALENDAR REFORM

July, August, September  
1945

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# AN ENGINEER SURVEYS THE LOGISTICS OF THE WORLD CALENDAR

*By George W. Fry, Eastern General Sales Manager, The Lamson Corporation, Syracuse, New York*

*Mr. Fry, an industrial engineer, for years has specialized in material handling equipment. His function has been the design of special conveyers whereby an employee remains at one place performing a special service while the product moves by him to the point of completion.*

I HAVE long been impatient with the careless use of the phrase "efficient operation" as it is bandied about by men interested in factory production.

Webster defines efficiency as "the quality of producing the desired results with a minimum of effort or expense." It naturally follows that this is the aim of every businessman or manufacturer both in his office and in his plant. No plant or office can ever be 100 per cent efficient, but to the degree that this is achieved, in the most part, just to that degree will the average business prosper.

The American factory is probably the most "efficient" plant in the world. But mere efficiency, as such, will not necessarily put the American manufacturer in an enviable position now that the "dogs of war" have ended their chase and we are returning once more, to normalcy. While European plants and those now building and budding in India may not be as efficient in operation as those in this nation, their product can be just as good, just as well made and bring just as much satisfaction to the buyer as that made in America.

It is academic to state that our wage scale and our standard of living are higher than that in most nations. Our engineers have been pioneers in the design of production machinery. But this equipment once perfected, these milling machines, dies, conveyers and straight-line production methods, are open to purchase and manufacture over the world.

So with the coming of peace, we will in a manner of speaking be starting



even with other nations insofar as equipment for manufacture is concerned. We may have some advantages that others do not possess. We may be closer to the sources of raw materials. Our freight-haul may be shorter. Our climate may be more conducive to powerful and gigantic production schedules. But on the other hand other nations will have other advantages individual in each instance.

As an engineer interested in "plant efficiency," I was impressed by the reflections of John Hawkes Wilson's article which appeared in a recent issue of the *Journal of Calendar Reform*. His experiences and his impressions of the effect an "efficient calendar" would have on production costs and plant volume could not help but appeal to the man who is engineering minded. I believe, however, that we can go even further in breaking down the benefits which a perpetual calendar would have on business and manufacture.

In light of the conditions which will inevitably follow our bloated war production with its aftermath of factory buildings, machinery inventories and skilled employees, we must produce in greater volume than we did prior to the war and we must produce at lower costs, all this in spite of an unquestioned higher pay roll.

There are many ways by which this can be accomplished but I should like to cite a little appreciated means of saving, a way of cutting the production costs that received but brief attention before the war and practically none during this interval of unnatural effort. Here The World Calendar of 12 months and equal quarters could play an extremely important part. In fact the success of this means of saving would be difficult without either a universally used calendar which permitted comparisons of periods or the use of such a steady and ordered calendar by the manufacturing unit itself.

Let us take for example the coordination of plants necessary to the manufacture of an automobile. The frames for the chassis are probably made in one plant located many miles from the plant where the motor block is cast. The body may be manufactured in another locality. The shock-absorbers, the spark plugs, the wheels and the cloth for the upholstering are without doubt fabricated in another locality. Before the car can even reach the assembly line in its skeleton form all these units must meet. Their manufacture must be "timed" so that all reach a given point at as near a given time as is possible.

In this need for coordination and timing, were the heads of the various departments of the different plants to have a reliable and coordinated calendar, it is readily seen that production and results would be materially facilitated with a minimum of effort and expense. The new per-



petual World Calendar, in its equal-quarter arrangement, naturally correlates the various time-units, such as the day, week, month, quarter-year and season, at the end of every quarter-year and at the close of every year. Such coordination and timing with the natural companion, comparability, would make The World Calendar a most valuable asset in achieving better productive results.

If this timing is not accomplished to some degree of efficiency, storage space must be provided. The units must be handled two or three times. Both storage and handling are costly. They mean more labor, and more labor means more money—a greater expense.

Under existing conditions it is not easy to coordinate and pace the manufacturing interval of these various parts. As a consequence tens of thousands of spring assemblies wait while door handles are being manufactured or delivered. A dearth of spark plugs or an instrument board clock may hold up the completion of a car even though all the other parts are ready.

Human nature being as it is, we can, perhaps, never completely avoid these delays, but these may be minimized to a great degree by an efficient timing tool.

There is a hidden cost in this operation or in this lack of coordination that is many times overlooked and here the American manufacturer with all his vaulted efficiency can take a leaf from the merchants' handbook.

A merchant makes money on his money. By that I mean the more often he turns over his inventory, everything else being equal, the more dividends he will pay. In some departments of a store a good merchandiser tries to turn his stock every 60 days. So the amount of money invested in that department is revolved six times a year. If his money is worth 4 per cent a year that means he is making it six times as efficient in contrast to the department head who only turns his stock once annually. Of course, styles, deterioration and seasons enter into this as well. But the basic truth is always present.

Now 60 days, as arranged in The World Calendar on the basis of 26 weekdays every month exclusive of Sundays, or on the rhythmic quarterly basis of 31, 30, 30 days, or 13 weeks within every quarter-year, would offer the merchant or manufacturer an easy basis for more accurate forecasting. This is difficult to obtain in our present calendar, which contains seven months of 31 days, four of 30 days, and a tiny month of 28 days, wherein the weekdays in the months vary from 24 to 27 days.

By a similar example, the manufacturer of motor cars has to pay a given amount for the money used in buying materials entering into the car he builds. Not even General Motors has sufficient money to buy and



pay for all the raw materials, the finished products and the wages of the thousands for one year without borrowing. They too must "turn their money."

The purchasing agent who buys the steel, the agent who buys the cloth, in fact all these men, must buy in anticipation of converting the raw materials in a given time. If he can so schedule production that there is only 60 days' inventory of raw materials on hand, he, like the department store manager, is making money on the money intrusted to his use. In other words if he needs to purchase six million dollars' worth of steel in a year's time and he can so plan his buying that he needs have on hand only a 60-day supply, he will make one million dollars do the work of six. The interest on five million dollars will have been saved. And so it goes on down the line. It is good logistics, good business, to have a calendar by which to chart, analyze and forecast one's monetary plans more accurately and on a sounder more steady time-basis. All this reflects itself also after the car is placed on the assembly line and rolls off a finished product. By that time the manufacturer has a considerable sum tied up in the finished car. He can only begin to make money, on the car itself and save money on the amount invested, when he passes it on to his distributor. If he has one thousand cars ready for the freight cars and orders for but six hundred, the money invested in the remaining four hundred cars is loafing, paying no dividends and tied up so it cannot be working in some other department.

Thus a calendar that remains the same insofar as days and dates are concerned, and wherein holidays fall regularly on the same days and dates, would be of undeniable benefit to the manufacturer in his planning and in the comparing of one year with another. The extra stabilizing day, the 365th day or Year-End Day, which falls between the last quarter of one year and the first quarter of the next, would offer the business world a World Holiday, to be observed internationally. This day could exert a unifying effect, or it could be considered as a world "stock-taking" day before the beginning of every new year. The Leap-Year Day, the 366th day, placed in the middle of the year between the second and third quarter-years, would be another extra day and World Holiday. The placing of this day in the middle of the year equalizes and balances the first half with the second half of the calendar. This, of course, the antiquated and customary date of 29 February completely fails to do.

A distributor can absorb cars profitably only as his dealers sell them. Car sales are dependent on many things, the season, the weather, the locality and even holidays. So to paraphrase Abraham Lincoln, "if we knew whither we were tending, we could better plan our route." And



so it is with distribution. If a manufacturer, a distributor, a dealer or even the salesman could know his experiences of a previous period and could use these records as a yardstick, thousands of man-hours and millions of dollars could be saved, or to phrase it better "earned."

Of course all of these advantages are open to all manufacturers everywhere, but it goes without saying all of them will never take them into account. I have enough confidence in the American manufacturer to believe that he will. But should manufacturers of the world, all, each in his own sphere, operate with this super-efficiency, made easier with the aid of The World Calendar that gives a fuller and more accurate time-picture, it would be reflected in more products, better products for less money, and less time consumption.

Everyone, the maker, the seller and the buyer, would benefit from this coordination and this careful timing. I have been asked whether or not the manufacturers are attempting so to time their buying, and so coordinate their manufacture and sales. They are. The gigantic plant that makes washing machines, the foundry that casts motor blocks, the furniture plants, all are inventory conscious. They all know the value of money and of time. They all want to make as little money do as much as is possible in the light of volume production. But they all could do this better, with greater ease, with less chance for error, if they could conduct their business under a well-coordinated and steady time-plan that remained the same all through the decades.

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#### ACTION BY THE NEWSPAPER ADVERTISING EXECUTIVES' COMMITTEE

H. R. WEAVER, Advertising Director of the *Times Herald*, Washington, D. C., and Chairman of the Newspaper Advertising Executives' Committee on The World Calendar, in a letter dated 13 September, notified The World Calendar Association that his Committee has unanimously recommended adoption of The World Calendar to the Newspaper Advertising Executives Association.

This important action is the result of several months' study of the subject by the members of his Committee, which was formed last April upon recommendation of Henry W. Manz, then President of the Association.



# THE CALENDAR NEEDS A COMMON DENOMINATOR

By W. C. MacGregor

*The author originally studied and planned to be a scientist, directing most of his studious efforts toward geology, political economy and physics. He spent some time at Oklahoma's school of geology, later transferring to Columbia. His objectives, like those of many other young men, were interrupted by the war. He has recently been given a commission in the Armed Forces.*

OUT of the recent San Francisco Conference, the sharpest thought left with this observer was that a world-wide economic philosophy of peace and prosperity for all has come to life. This was not as broadly nor deeply the spirit of the old League. Looking back at the earlier effort, the question arises if perhaps this was not the most inherent weakness of the League . . . not its political machinery, but its philosophical spirit? Very little stress was laid on world-wide prosperity, even in Wilson's original 14 points.

To this writer, such did not seem the case in any way at San Francisco. There was a basic belief that if we do achieve a long period of world peace it cannot be sustained by force of law and arms alone; the very force used against an aggressor nation would have to derive its authority from an upward trend of world prosperity ultimately aimed at placing all people's and all nations' standard of living on a roughly equitable level.

This was certainly in the scholarly Woodrow Wilson's mind. However, even the liberal elements considered that chiefly an ideal of social reform; the hope had the nature of a prayer. What was notable at San Francisco was the acceptance of this philosophy as a cold economic necessity. Ironically, the so-called imperialistic and colonial nations, and the toughest, most competitive business men, were the most outstanding proponents of the idea.

This would seem to bring world peace and prosperity out of the realm of social reform and put it on a realistic business basis. We must have peace and prosperity, not simply because all civilized people desire it, but because if we fail to maintain it even the most prosperous and strongest nation stands a good chance for national bankruptcy and starvation.



The thought was provocative of discussion and conjecture. Taking a hypothetical Utopian state of world-wide agreement and economic effort, how short a period could reasonably be estimated as the minimum to see all nations approaching a roughly common standard of living? Fifty years?

For purposes of discussion, the period of 50 years was accepted, but it became immediately evident this still did not make for agreement of date. Not by any means! Based on traditional calendars in current use, the 50-year goal would be arrived at on at least 20 different dates!

As a simple example, one group of Moslems reckon their calendar from the flight of the Prophet in 622 A.D.; but, using a lunar year of 12 months, 34 of their years are equivalent to 33 solar years upon which our present Gregorian calendar is based. To these Moslems, the present year is A.H. 1364. Another sect of equally devout Moslems follows a reformed reckoning of time, the Fasli, combining the Hejira and Samvat eras, and to this group the present year is 1351.

As was pointed out by several, there is not only a complete lack of coordination and efficiency in the variety of calendars used throughout the world, but further, there is no *true* means of interpreting dates from many calendars to another. There is no common denominator, no common language, that is accurate; the science of reckoning dates, probably the most basic science next to astronomy known to man, is the only major science without a true denominator. Adjustment of many calendar dates with the present Gregorian might be made by agreement this year, but in a matter of a few years would necessitate realignment by edict as a result of the Gregorian calendar's own vagaries.

At first thought, that statement may be challenged. Many states, in India and China, for instance, do use our present Gregorian calendar for international political and business purposes. But the point is, there is no actual interpretation of dates; what exists is a dual system of date reckoning, their own, and the Gregorian, the arbitrary acceptance of which many nations are *forced* to use simply because the Gregorian calendar is the calendar of more powerful trade nations.

Something of a parallel might be evident in the enforced use of French, English or German as the language of international politics and trade, instead of some language of common agreement and interpretation, such as Esperanto. There is this basic difference, however, that in most languages a word's meaning can be interpreted into other languages, whereas in many calendars the reckoning of dates cannot be interpreted at all. For instance, "the third day of the third month of the fiftieth year" after any given point will not be reckoned or fall at the same point in all lands.

The lack of business efficiency and the general confusion and lack of



understanding this condition brings at a basic point in human relations is obvious. What interested me as much, however, was the rather incredible fact that one of the oldest of sciences was one of the few without a common language, a matter which could be corrected very simply by the establishment of an accurate, balanced calendar. The simple corrections The World Calendar would effect in the present Gregorian calendar would reach most of the way in this direction. A very pertinent fundamental of international relations enters the matter at this point: as the present Gregorian calendar exists, its use by all nations can never be voluntary and wholehearted, for in many cases it conflicts with adjustment to their traditional calendars. But voluntary and wholehearted acceptance of The World Calendar for all civil purposes would be possible by nature of the fact that The World Calendar, once accepted, would not contain the vagaries of the present Gregorian to throw all inter-calendar-adjusted reckonings out of line every few years.

An Arabian attaché at the San Francisco Conference pointed out that astronomy, for instance, has absolute true means of interpretation, the common symbols of the Zodiac. Observatories in Holland, the United States, China, and on the shores of the Red Sea can all arrange to study the phenomena attendant to an eclipse, and interchange information with utmost accuracy of understanding, in spite of distance and different languages involved.

A Chinese scholar brought out that there are few sciences wherein traditions, methods and theories vary more greatly according to date and geographic location than does medicine. Yet a patient, who received a prescription from a doctor in Ceylon in, say, 1880, would find it accurately understood and filled in New York in 1945. The language and symbols of pharmacopeia are universally understood throughout the civilized world. The reckoning of dates is not.

His point was that there are literally thousands of communities throughout the world where *Tuesday, 5/8/45* would be regarded as utter gibberish. Pertinent to this idea was the recent article in the *Journal of Calendar Reform* pointing out that even between the United States and England there is not widespread understanding of what reckoning was meant by the above date. Generally, in the United States it would mean Tuesday, the 8th day of the 5th month (May); in England, where the same Gregorian calendar is used, it would mean Tuesday, the 5th day of the 8th month (August). The misunderstanding, or difference of interpretation, could cause considerable friction in military operations, or the meeting of international contracts and debts!

Pursuing the common language of sciences further, we find that in



normal times most money is based upon gold and silver. The ratio and value are understood and accepted wherever there are banking and trade. No matter how great the fluctuation of the local money, the metallic denominator is used to establish values and payments clear around the world.

Electronics uses common measurements, so that amperes or kilowatts or atomic units can be translated into any foreign tongue with accuracy. Unfortunately, we have not arrived at a common scale of weights and measures, but we have arrived at a common denominator by which a pound or ton or mile can be accurately interpreted regardless of the differences of the metric system with others.

Any formula in physics or any problem in calculus can be written from one country to another and be accurately understood. Latin is the common language of many sciences, Greek of a few, and intermixture of the two in many. This is not perfection, nor are the variations of numbers of letters and signs of different alphabets, yet there is a *means* of interpretation, true and accurate in the case of sciences. It is less so in the case of languages, but the potato to the English-speaking world is still the same worthy vegetable in France, even though called a *pomme de terre*.

On occasion, pointing this out, I have known well-schooled folk to point out, allowing that much variation, a parallel condition in the case of calendars. The belief is utterly erroneous, and we can take the very simple example of Christmas, revered and recognized as a very particular day throughout the entire Christian world. Wherever observed, Christmas is recognized as falling on 25 December, but when Yugoslavs are celebrating Christmas, it is already 7 January in London! If an English traveler were making a date 11 months and three days hence in the hills of Hindustan or on the steppes of Russia, unless he were fortunate enough to be talking with an able mathematician, it would not be possible to make the date except to count it off in suns and moons as the American Indians did.

Obviously, such calendar confusion adds enormously to the complexity of international business and cultural and political understanding. The confusion will grow, as will date-misunderstanding, and might well spread to broader misunderstandings, as transportation and economy shorten distances, and there is a greater flow of travel. Picture the seafarers of different nations trying to explain the location of various shoals, currents, reefs, tides and ports in untranslatable symbols, distances, and measurements of degrees of longitude and latitude! Navigation early met and recognized the danger of confusion, and did something about it. Likewise did the International Meridian Congress, in 1884, establish Standard Time, when the world was zoned into 24 regular sections with Greenwich Time in England as the starting point, eastward or westward.



One point very apparent at the San Francisco Conference was the general recognition of an International Era. There may have been dispute as to how trade might be carried on, but there was no dispute that there will be international trade upon a broad scale such as never before. Few of the small companies and manufacturers, of America at least, have known much of international trade up to now. In foreign nations, the small producers were generally grouped into a cartel arrangement for export business. The feeling at the Conference seemed to trend toward a broad field of individual business for alert producers.

The big corporations and government agencies have developed a workable calendar understanding. But how will a small manufacturer, shaving losses and expense and dependent upon every possible efficiency for profit, readily understand and unscramble the complexities of the Parsi calendar so as to notify a small Parsi merchant when to expect his order? Or, equally important, how is the Parsi to unscramble the vagaries of our own Gregorian calendar to order? Say, that after laborious effort, he managed to identify a holiday that might affect shipments as the fourth day of a hot summer month, 4 July. His first acquaintance with this holiday might be this: due to a three or even a four-day week-end, his shipment was delayed two weeks. But, lo and behold, the following year his shipment goes out on 5 July! What kind of advertising is that for our vaunted Western business efficiency? His own calendar is scarcely more variable from the business standpoint, and much more easily reckoned to his mind.

A point which had many adherents at the Conference was that Anglo-Saxons are inclined to accept the present Gregorian calendar as perfect. As a matter of fact, it is far from perfect, having unbalanced quarters, unequal halves, fluctuation of chronological days and dates, and a wide discrepancy in the number of business days in each quarter. Few Anglo-Saxons stop to realize that we wrestle constantly with 28 different combinations of days, dates and months, and that our years are composed in 14 different ways.

If we intend to broaden our trade with the world, we have got to do better than that, if we want the world to accept our calendar. We do want it accepted, of course. Any differences of date reckoning at all, aside from confusion, mean millions of wasted dollars annually in extra bookkeeping charges and interest-losses over holidays. Granted, other calendars are equally, perhaps more, confused, but if it is our calendar we want the world to use and understand, we have got to offer a good one; the easiest to use and the most efficient one we can arrange. In the opinion of many, The World Calendar approaches perfection more closely; specifically, it ties down currently fluctuating days and dates, equalizes quarters and



halves for business purposes, and gives a regular sequence of business days.

A famous example of how the small differences in matters can affect human beings was illustrated when the famous Charley Paddock was preparing to defend his record at the Olympic games. Sportsmen generally agreed at the time that nobody could beat him in the 100-yard dash. Had the Olympics been held in the United States, he would not have had to bother with more than a short period of training over a 100-yard course to which his muscles, stamina and coordination were attuned. But a yard is 36 inches, and in Europe they use metric measurement, a meter being 39.37 inches. The dash, then, was a 100-meter dash, and, due to this comparatively minor difference in distance, Paddock had to spend months of intensive training attuning his muscular coordination to a new distance in order to be sure of successfully defending his title.

What was true with Paddock's running is paralleled by international trade. If business men have got to stop and transpose their calendar-dates into the Gregorian, and then unscramble the wandering vagaries of the Gregorian on top of that, it will certainly not aid international business and our prestige. When the matter touches the small businesses, the overall of which is a potential giant, it becomes just too much bother. Their attitude is this: "Give us something clear and definite and easy to figure, a calendar that does not vary every day and month and quarter. Otherwise, the slim margin of profit is stripped from trade, and it is not worth bothering with for a small business."

The World Calendar accomplishes this, as has already been recognized by 14 countries ready to adopt it as soon as America and England will sponsor this common denominator for reckoning dates. As the calendars of the world now stand, they are like random sounds that form no single understandable language; sometimes they fluctuate one way, sometimes another. Of all of the calendars the Gregorian is the most efficient, but it holds obvious weaknesses that need correction, and The World Calendar would supply these corrections.

It seems to me that the triumvirate of accord needed to reach the full potential of world trade and cultural understanding would be adoption of one language, one system of weights and measures, and one calendar. I am speaking for civil and social purposes. Of the three, generally speaking, the reckoning of dates is the only one which does not now have a common denominator at all. Thus concentration of effort should be laid particularly on the calendar. The World Calendar, with all of its coordinated and equalized parts, would remove the present unnecessary Gregorian vagaries and the confusion with other calendars by supplying the much-needed simplicity, uniformity, stability and order.

# REFORMATION OF THE WORLD'S CALENDAR

*By the Reverend Juan V. Monticelli*

*Translated from the Spanish by E. H. Martinez of the Pan-American Translation Bureau, New York City, and abstracted from the 1945 Almanac of the Ministry of Agriculture of the Argentine Republic, Buenos Aires.*

*When this article appeared in the Almanac, the Editor of that publication commented as follows: "The inclusion of this article — which is published with an explanatory intent only—is of special interest because of the campaign being conducted by 'The World Calendar Association, Inc., Intl. Bldg.' of New York. In our country, there is a committee affiliated with the above Association, and the Reverend Monticelli is a member of same. Because it is a private institution, it is superfluous to state that the opinions of the writer do not necessarily reflect the opinion of or constitute a liability to this Ministry."*

**B**EFORE discussing the merits of this reform, I would like to state, briefly, what this reformation proposes to attain:

1. A fixed calendar.
2. A uniform division of each year into four equal quarters of 91 days each.
3. Each quarterly period will begin on a Sunday; the first day of the year, for example, will always be a Sunday.
4. All dates will fall on the same day of the week every year; for example, 25 May will always be a Saturday.
5. Sundays will be on fixed dates every month, and each month will have 26 working days [26 weekdays plus Sundays].

All reforms or improvements are the result of ideas which could be compared to youth itself with its charms and defects, while older people automatically turn conservative, in an obdurate or wise way, as the case may be. Something of the latter has been growing deep inside of me—without my relishing it, I assure you—and, as a result of this growth, I have bitterly learned to detest any and all kinds of reforms. It would seem a paradox, therefore, to find me using up part of my time writing this article, to sponsor such a reform in our universal calendar. However, this is not so: precisely because, according to tradition, we are given a new calendar every year, and are told to distribute our lives according to its



pages and dates. I am of the opinion that we have been subjected for many centuries to a constant reform of all our activities, forced to consult the calendar at any given moment to find out the dates of the year, or anniversaries, etc. Therefore, it is my utmost wish to be able to own a calendar, tacked on the wall of my room, or within my memory—that I know will never change. If the proposed reform were not an advantage or an improvement over the present system, I would feel that my efforts would merit censure, but I feel that time itself is not subject to evolution; that we are the ones to perform evolutions within time, and that there is a decided advantage in having time run in a perfect rhythm, so that we will not have to concern ourselves with its computation, thereby allowing us to spend our energies in the solution of more pressing problems.

The reform which is now proposed is not so radical as the Gregorian reform was at its inception. The latter reform required that the day following 4 October 1582 should be 15 October, in order to eliminate an error of ten days which had accumulated through a defect in the previous reform introduced by Julius Caesar, and which eventually would have given us cold in the summer and heat in the winter.

At the time the Gregorian reform was instituted, due precaution was taken to avoid a recurrence of this error. It is surprising to note that, in spite of the few and simple astronomical instruments which were known at that time, such a correction has been found to be so definite and accurate. It is true that Pope Gregory, the reformer, did not depend on his infallibility, since this applies to a different order of things, but the contemporary scientists who were members of the Holy See were found to be right. However, while those countries docile to logic accepted the reform almost as soon as its pronouncement was made, other countries took several centuries before finally accepting it. Among the larger countries, Germany agreed to the Gregorian calendar in 1700, England in 1752, Japan in 1873, China in 1912, the Soviet Union in 1918 and Turkey in 1927. When Lenin left Switzerland for Moscow, to become the head of the Government of all the Russias, he arrived, paradoxically, 13 days before he had left Switzerland—such was the difference between the Orthodox and Gregorian calendars! One of his first acts, despite his personal anti-Catholic prejudices, was to abolish the Orthodox calendar because of its discrepancies.

We sincerely hope that the reform of the calendar will be one of the items on the agenda of the Peace Conferences. The altruism of this subject, contrasted with the grave problems therein to be discussed, may well enlist the sympathies of men and thus this reform might be a matter which could unanimously be agreed upon at these Conferences.



The important point to be brought out is to make people understand that this improvement does not represent any inconvenience, either to the individual or to the world as a whole, and that this change could even be made unnoticed. The first reaction I found everywhere I propounded this new theory was the lazy pretext that there is no actual need for a change. Precisely what we are proposing in the new calendar is to do away with the continual changes to which we are subjected nowadays by the old, capricious, and variable calendar we now use, and which nobody can ever memorize.

Perhaps certain individuals will express the fear that, later on, other changes may be made. Well, what is wrong with that? After all, we should leave something for the sons and grandsons of future generations; something which perhaps may not make them any happier, but on the other hand may make things easier for them.

The new calendar is a simple proposal, and about the only person who could be prejudiced against it would be the calendar manufacturer.\* Furthermore, it is merely a simple change which we would not even notice, when we wake up on 1 January 1945.\*\* A more annoying change, regarding which I have heard many protests, is the change in the hour, by setting the clocks backward or forward, which is periodically practiced by certain countries. The fact that we must get up before the usual time, with less or more natural light, admits many arguments pro and con, but the reform of the calendar is certain to pass almost unnoticed, it does not even require the purchase of a new calendar, because the new one can be easily memorized.\*

We are all aware, in the present calendar, of the variation of the holidays, be they religious or patriotic. We should no longer tolerate the fact that 25 May falls on Monday one year, on Tuesday the next, then Wednesday and so on through the days of the week, because this fact unjustly divides the activities of that unit of work which is known as *the week*. The advantages of the new calendar will not only reflect order and economy, but also a proper accounting of human activities. When it is known that there are 26 working days [26 weekdays plus Sundays] in any one month, as a basic and fixed unit, we shall do away with all that useless planning in schools, factories or scientific institutes.

In the child's mind, which often speculates on holidays rather than on school days, and also in the mind of certain employees whose thoughts run more or less in the same vein, it is often argued that this reform will result

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EDITOR'S NOTES: \*Calendar manufacturers will not suffer with the calendar every year the same, just as clock manufacturers do not suffer with clock dials always the same. See *Journal of Calendar Reform*, Vol. 15, pp. 70-71.

\*\* The logical date for adoption is Sunday, 1 January 1950, when both the old and the proposed calendars meet.

in an unjust reduction in the number of holidays. This is not true. After all, anyone wishing to do so can individually declare himself a holiday and be absent from his daily chores; the only thing that is proposed is to fix the holidays so that they will never change. In the present calendar, 25 May which is our Independence Day sometimes falls on a Sunday, to the desperation of many patriots; in the new calendar it will fall on a Saturday which, added to the next day, will give everybody 48 hours for patriotic celebrations. By a mere coincidence, 9 July, another one of our patriotic holidays, will always fall on a Monday, thus giving us another two days in which to rest or celebrate. The most important point is to regulate and foresee all activities, be it for the foolishness of the Mardi-Gras festivals, or for the patriotic and religious festivities.

I understand that there are still possible objections to this reform, but such objections are small and unimportant; the purpose of this article is to popularize the idea, and to familiarize everybody with it, so that its acceptance may be obtained at one stroke, without any radical resistance, as was the case with the Gregorian reform. Fourteen nations have already indicated their official approval of this idea. The Argentine Republic has not discussed this idea as yet, and no decision has been made to agree in principle to a legal airing; however, there is reason to believe that, the idea being ripened in other countries, it will soon follow suit; for, after all, persuasion works much better than imposition. That is the true purpose of this article.

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### ANNOUNCING A NEW DIRECTOR-EDITOR

**T**HE World Calendar Association has appointed Westy Egmont as its new Director and Editor of the *Journal of Calendar Reform*.

He comes to it from several years of war-related activities, such as Director of Public Relations for USO, and other similar organizations, including several Community Chests and War Funds.

Previously he was Special Counsel to the United States Senate Commerce Committee and an Editor for the United States Department of Commerce. He also was a Commentator on international affairs for WNYC and WQXR.

Educated at Columbia and New York Law School, after enlisting in World War I, he became successively an Editor of *Cosmopolitan*, Vice President of the Dorland Advertising Agency, a Special Assistant United States Attorney, President of the United States Publishing Company, Chairman of the Board of International Publishers' Representatives, Inc., and an Editor of *Shepard's Citations*.

He has traveled extensively, not only in the United States but throughout Europe, and spent 1933 making a trip around the world visiting the Far and Near East. He has lectured at the leading Universities of many nations.

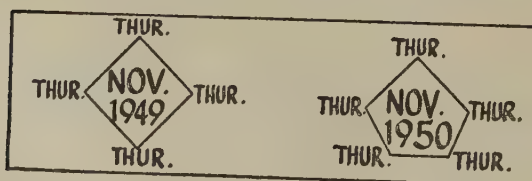
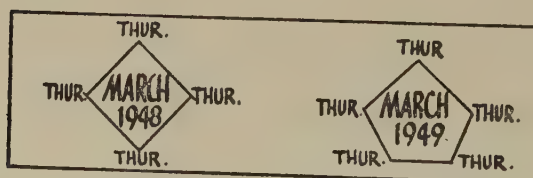
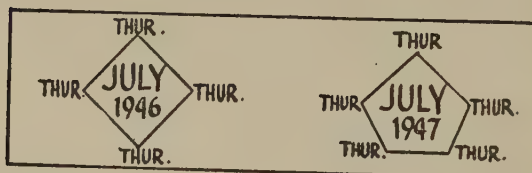
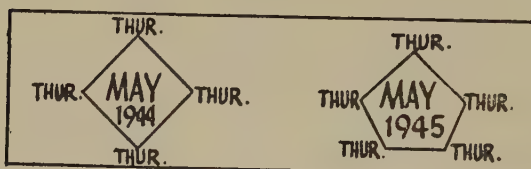
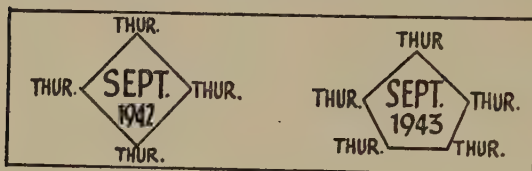


# GREGORIAN CALENDAR

*Difficult to compare one year with another*

1942—1950

These examples show how Thursdays vary between four and five in number in the same month in successive years.



*Endless Shifting*

# THE WORLD CALENDAR

*Easy to compare one year with another*  
*1950 and thereafter*

Always the same number of Thursdays as shown below.



*Continuous Stability*



# CALENDAR CONFUSION IN HOTEL INDUSTRY

*By Alvan E. Kallman, President, The Balsams, Dixville Notch, N. H.*

*Mr. Kallman, owner and operator of The Balsams, formerly General Manager of the St. George Hotel, Brooklyn, N. Y., has been an outstanding leader in the hotel industry for 20 years. The Balsams, "The Switzerland of America," is built on the historic site of property originally owned by the great American patriot, Daniel Webster, and inaugurated its fifty-second season this summer.*

FOR sheer complexity of operation and management, the hotel business ranks with railroading, department stores and banking. This would be true under the most perfect conditions obtainable. Under the fluctuating calendar we now use, problems become manifold.

In an age, and a country, boasting of our high efficiency and elimination of waste, calendar confusion which could be easily straightened out seems the height of business absurdity. I am speaking, of course, of calendar adjustments which would offer no offense or interference with religious calendar dates.

To my mind, the proposed perpetual World Calendar would accomplish many of the desired results for the hotel industry. Its balanced and equal quarters and complete coordination would be of considerable aid in the efficient operation of auditing, purchasing and commissary departments, and the planning of social activities. From the resort standpoint, the establishing of 26 regular weekdays excluding Sundays in every month of the year, where months now vary from 24 to 27 weekdays, would aid efficient planning. The importance of having the same holidays and holidates fall upon the same dates and days every year is obvious.

What would happen becomes apparent when you bear in mind that resorts are rapidly becoming year-round businesses. During the year there are 11 major holidays of a general nature, plus additional religious and traditional family dates, which vitally affect resort and all hotel business. Perhaps most notable are Memorial Day and Labor Day. The purely summer business generally terminates on Labor Day, always the first Monday in September, but varying in date from the 1st to the 7th. When

summer weather still remains and Labor Day falls on the 1st of the month, the resort hotel loses a possible entire week's business. In The World Calendar this date, being fixed on 4 September, would allow simplification of planning.

Thanksgiving has never been a holiday of consequence to hotels except from the negative standpoint . . . it is a day most people try to be at home. However, with the steadily broadening interest in both football and hunting, and with more rapid means of transportation, stimulated by the trend toward shorter work-weeks and more leisure, the holiday promises to become important to those hotels located en route to football games, and to those in good hunting areas. The recent law pinning Thanksgiving to the *fourth* Thursday in November has overcome the "crowding" of this holiday into Christmas in those years wherein November holds five Thursdays. But it has not answered the problem inherent in the fluctuating dates on which it falls, which may vary from the 22d through the 28th.

Such purely date-matters as pay check and dividend payment dates enter into fluctuating holidays, and then again there is a natural tendency in people to knock off work and relax on the last days of the month which they will not do earlier. The World Calendar would place five Thursdays in every November, with Thanksgiving coming on the 23d, year in and year out. The important thing is that this new calendar would fix days and dates so that traditional customs could be studied and analyzed on a sound business basis. It would allow businesses, such as ours, to gather sufficient date-data vital to intelligent consideration of longer seasons and holiday promotion.

There are three types of hotel, the commercial, residential and resort. *The Balsams*, with which I am currently most familiar, is among the latter. It must be borne in mind that, while many of the same generalities apply to all hotels, the dates involved vary widely with type of establishment, class of clientele, and geographic location. Therefore, in dealing with this subject, I will have to speak in two parallel, yet separate channels—the situation as it affects *The Balsams*, and as it affects other hotels.

*The Balsams* is a resort hotel set amidst 4,600 acres at Dixville Notch, New Hampshire. The altitude is 1,800 feet, which has a readily understood bearing upon both our clientele and our particular season. Weather and transportation conditions have a more than average effect upon both our guest list and commissary operations.

Due to our location and past patronage, we cater exclusively to a class clientele. The hotel is actually several buildings, numbering 600 rooms inclusive, having 400 employees, and able to provide for 500 guests. Picture a complete small town from power plant to police force transplanted bodily



into some of the most beautiful but wildest country left in America and you gather some of the daily routine problems of The Balsams.

Although we pride ourselves on providing everything a little better, our facilities are generally familiar to patrons of the better class resorts. We have golf, swimming, polo, tennis, archery, baseball, bowling and other indoor games, canoeing, riding, camping, fishing and hunting, sail boating, etc. Younger guests being full of vim and vigor, we offer movies, dancing, and varied social activities after sundown. This is important, for it means complete hotel operations reaching from the informality of sportsmen through the more formal aspects of the social-minded, and on to proper provision for those who visit us purely for relaxation and rest.

So much for the physical side. Now for the background. In the old days, resort business was comparatively simple. You catered mostly to a group with one or another set of customs, tastes and habits. They arrived and departed about the same date, had the same social tastes, liked the same types of food, had about the same habits of dress, etc. That was before grandma took to whacking the dickens out of a golf ball and grandpa was more than likely to be up for the last dance.

Today, the average American vacationer can literally do, and does, almost everything. It is nothing unusual for guests to fish, ride, take a mountain climb, swim, dress for dinner and dance, all in the same day. Another complication is that once a sportsman was interested largely in one sport. A resort catered almost exclusively to polo or tennis players, a swimming crowd or fishermen. This meant that certain climatic and physical features controlled the opening and closing dates of the resort; it was comparatively easy to judge when guests would begin arriving and leaving for the year. Today, men and women, even champions, have a multi-sport interest. They may arrive early for fishing or stay late for hunting. Many of The Balsams' guests who once would have considered a few weeks' summer swimming their entire year's sport are now demanding that we stay open for winter skiing and iceboating.

Naturally, not all resort patrons can vacation an entire season or whenever it pleases them. Although better resorts will have helicopter taxi service as soon as available, it will still be some years before most guests can hop into their own small plane or autogyro and breeze up to join the family for a one or two-day stay. A good many are professional and executive people; what they have to figure is the three and four-day week-end, travel time included.

This makes resorts especially conscious of a fluctuating calendar. In many cases, although not with The Balsams, entire facilities for a maximum house must be maintained between times upon a minimum guest list.

If the Fourth of July falls on a Friday or Monday, resorts with a week-end business are sure of a full house, but when it falls upon a Tuesday, Wednesday, and, to lesser extent, upon a Thursday, it costs them heavily. The same, of course, is true of other holidays.\*

The Balsams does not open until mid-June; this year the season extends from Friday, 22 June, to Monday or Tuesday after 15 September. However, in the case of hotels beginning their summer season on Memorial Day, it makes a very great difference upon which weekday 30 May falls. When the date falls within the week, the intervening days to the next week-end may represent a complete loss.\*

At best, the hotel business operates under unpredictable factors. A hot spell in the cities, a bull market, or one of those unexplainable bursts of business activity or public confidence, can affect both resort and commercial hotels extensively. An unexpected period of good business may start a wave of vacationing, or, quite as easily, may send the male members of a family shooting back to town. The result is that all first-class hotels of every type must be constantly prepared for a maximum house, regardless of what their prospects seem to be.

When you translate this into expenses and potential loss factors such as the kitchen, extra holiday help, linens and laundry, etc., you get an idea of what any unnecessary uncertainty means in this business. One of our industry's chief problems is that we have no background for comparison-estimate. For instance, business conditions, weather in the cities and weather at a resort may be about the same on, say, the Fourth of July this year as last year or the year before. But the Fourth of July does not fall on the *same day of the week* this year as it did last year and it deprives us of scientific evaluation of what to expect. There is no way we can sit down with business, political and weather charts and say, "This factor will probably affect us this way or the other because a parallel set of conditions brought this effect three years back." There is no way to prognosticate, except by guesswork, because, whatever the conditions, the holiday has probably not been on the same day, or date, for six or seven years . . . and in cases, for 11 years back!

This does not happen to affect The Balsams' class of resort guest-arrivals as much as many, due to the fact guests generally come for a two or four-week stay. However, it does affect purchasing and commissary arrangements. In the case of week-end resorts and commercial hotels in

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\*EDITOR'S NOTE: As the Fourth of July falls on a Wednesday, and Memorial Day on a Thursday in The World Calendar, it has been suggested that Independence Day be advanced to the second of July, when the Declaration of Independence was presented to the Federal Congress, 1776, and Memorial Day be advanced to 27 May, both dates coming on a Monday.



town, the variation of holidays presents one of the most difficult operations problems.

One aspect of a permanent calendar, which seems to have been overlooked, is that such a calendar might mean a sensible correlation and regular annual date for the many fish and game seasons. For definite geographic, climatic, and game population reasons, it would probably never be possible to attain the resort's ideal, game seasons opening and closing on the same dates through all of one hunting area. However, one of the important factors of game density and climatic studies are dates; if these dates could be definitely tied to regularly recurring weekdays, it is more than probable that representatives of hunting and fishing, wild life, game bureau, and resort groups could reach agreement for season-dates which would give the working-man hunter and fisherman the best break possible in week-ends at the outset of the seasons. As matters exist, when a game season is declared midway of the week, it gives the best hunting to the man of wealth and leisure. At the same time, the season cannot be moved forward or backward of the date-line most beneficial to the habits and the control and maintenance of our wild life.

I have spoken with numerous resort owners and managers on this subject, and found most are deeply concerned with this problem of grass-hopping dates and days. Inasfar as The Balsams is concerned, it would mean a great deal in better planning for our guests, to get the present unsettled confusion of the Gregorian calendar straightened out by a sensible adjustment, such as The World Calendar offers. To the business man calendar stability is a potential for increased efficiency and a reduction of the factors of uncertainty. To the hotel business it would make planning for the service and enjoyment of guests much more accurate.

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### TO OUR READERS

**T**HE World Calendar Association has discovered that designating any day of the week as an extra, double, or second Saturday, Sunday, Monday, Tuesday, etc., met with disfavor and confusion. The Association therefore has decided to abandon any such terminology. From now on the extra 365th day that follows Saturday, 30 December, every year will be called the Year-End World Holiday and dated W or 31 December. The same applies to the extra day inserted in leap years, that follows Saturday, 30 June, which will be known as the Leap-Year World Holiday and dated W or 31 June.

# SIMPLIFYING PROBLEMS OF KIWANIS BUSINESS MEN

*By Wade Poston, Jr., Advertising Manager, American Gas Furnace Company, Elizabeth, New Jersey*

*A talk given 9 August 1945, before the Kiwanis Club of Bloomfield, New Jersey.*

ONE of the very pleasant customs of the Kiwanis Club is that at meeting times each member wears a badge on which is inscribed both his first name and his occupation. As I look at these badges, I see an attorney, a banker, a tax assessor, a doctor, and representatives of a score or more of other professions and trades. But, varied as these occupations are, I do not see even one that would not be immediately benefited, and whose procedures would not be made smoother, by the introduction of the new World Calendar.

The attorney is no doubt familiar with the calendar complexities which arise when drawing a lease, or when apportioning income and charges against a property on a contract of sale. The banker, in a like manner, knows the difficulty of computing interest which arises from our present unequal and incommensurable months and quarter-years. The tax assessor knows the burden that calendar irregularities have placed on the levying and collecting of taxes; and the doctor, while perhaps less heavily affected than these others, has still to maintain his records and accounts, and to make and keep appointments.

No business, trade, or profession is spared from unnecessary difficulties imposed by our present uneven and ragged procession of days, weeks, and months. In our calendar as we now know it, no day of the week ever falls twice in successive years on the same day of the month. Holidays wander irregularly throughout the week. Months contain from 24 to 27 weekdays, plus Sundays. Months of varying lengths are carelessly dispersed throughout the year without order, and the sequence can hardly be remembered without the aid of a nursery rhyme.

But why have all this trouble with the calendar? Why shouldn't the calendar on the wall be just as perfect, exact, and constant in the measurement of time as the clock on the mantel?



Of course, there are difficulties confronting the calendar architect which do not trouble the maker of clocks. The calendar must successfully reconcile four highly incommensurable lengths of time—the day, determined by the rotation of the earth upon its axis; the week, fixed by immemorial traditions; the month, governed by the phases of the moon; and the year, inflexibly established by the revolution of the earth around the sun and visible in the orderly sequence of the seasons. In one year, there are  $365\frac{1}{4}$  days, between 12 and 13 lunar months, and  $52\frac{1}{4}$  weeks. Rearrange as you will, they simply will not come out even!

The first rearrangers of the calendar were the ancient Egyptians, who, after centuries of trimming, cutting, and patching, finally and wisely gave up the impossible business of trying to fit the haphazard lunar month evenly into the  $365\frac{1}{4}$ -day solar year. In about 4000 B.C., they adopted a 365-day solar calendar, in which the year was divided (as a kind of consolation prize to the moon) into 12 months of 30 days each. Of course, as everyone quickly noticed, 12 months of 30 days made a total of only 360 days, five days too short for a complete year. The Egyptians solved this problem by declaring that the five extra days should be celebrated as a long, very long, year-end holiday, a very excellent idea, and one which we will mention again a little later.

Under this very well-arranged Egyptian calendar, the centuries rolled away until a certain Emperor of Rome named Julius Caesar visited Egypt on some pressing affairs of both the state and the heart, and, while there, found time to become impressed with the effortless and efficient measurement of time which the Egyptians had achieved. Upon his return to Rome, he assigned the astronomer Sosigenes to the problem of adapting the Egyptian calendar to the Roman state—whose busy commerce, trade, and military life could brook no five-day holiday at the end of the year.

Sosigenes decided to spread the Egyptian's holiday throughout the various months, adding a day here and there in a roughly alternating pattern of short and long months. This Julian calendar reform was adopted 45 B.C. However, he also made other, more commendatory changes. He was responsible for the introduction of leap year, that ingenious arrangement by means of which the inconvenient extra quarter-day in every year is arbitrarily lopped off and saved up to make one full extra day in every fourth year. The Egyptians did not have this feature in their calendar; consequently, the seasons shifted back a few hours every year. Over a period of about 700 years, these few hours would accumulate into a complete reversal of the seasons, so that spring would arrive in September, summer in December, etc.

To honor Julius Caesar, the patron of this reform, the new Roman calendar was called the Julian calendar, and the fifth month of that calendar

was renamed July. The calendar also commemorates the petulance of Augustus Caesar, who succeeded Julius as emperor of the Romans, and who changed the name of the sixth month to August. The legend runs that he was also responsible for adding an additional day to his name-month, thereby making it 31 days long, equal to Julius' July. The extra day was stolen from February, then the last month of the year, which ever since has limped along with 28 days.\*

In 1582, the astronomers of Pope Gregory XIII further refined Caesar's leap-year principle, and since that time the calendar has been called the Gregorian calendar.

The Gregorian calendar has now been the chief time-measuring instrument of the world for almost 400 years. Despite some very unworkmanlike defects, it has given good service. Basically, it is sound and correct. At first glance, there may even seem to be considerable justice in the argument that we have put up with its faults for a great many years and might as well continue to do so. At any rate, no one wishes to see any radical changes made. No one wishes to see an extra thirteenth month sandwiched into the traditional 12-month system—a type of reform that was vigorously proposed some time ago, but has now happily passed out of favor. Nor does anyone wish to dispense with the months entirely, as another plan suggests, or in making Monday the first day of the week and Sunday the last, and starting the New Year with a cipher, 0 January, of still another proposed plan. Fortunately, none of these tremendous changes are necessary. The irregularities which cause us so much annoyance and inconvenience are merely the frills and furbelows of the calendar, which can be easily trimmed away to give us the streamlined time-measuring instrument that we need for the present and future.

A calendar which incorporates the few changes that are necessary has now been designed, and is proposed for universal adoption on 1 January 1950—around the midway mark of the present century. Because it has been planned for the use and benefit of all the peoples of the world, this new calendar is called The World Calendar. Already it has been approved by 14 nations, many scientific societies, and numerous prominent statesmen, churchmen, and business and labor leaders in every part of the globe.

Chiefly, the new World Calendar is a common-sense rearrangement of the lengths of the months, a reform that everyone will agree should have been undertaken ages ago. Instead of having irregularly arranged short and long months, The World Calendar groups the months of varying lengths in an orderly pattern throughout the year. The first month of

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\* EDITOR'S NOTE: This legend has little basis in historical fact. See *Journal of Calendar Reform*, Vol. 9, pp. 10-13.



every quarter-year contains 31 days. The second two months of every quarter-year contain 30 days each. In the long months, the extra day is always a fifth Sunday, so that all months contain exactly 26 weekdays. Moreover, all four quarter-years are exactly the same length—91 days each. Under our present system, the lengths of the quarter-years vary from 90 to 92 days. Since most businesses tally their records at the end of every quarter-year, this irregularity is a vexing complication for which allowance must be made before comparisons between various quarter-years can be reliably established.

Four quarters of 91 days each make a total of 364 days. What about the 365th day, necessary to keep the calendar in correspondence with sun time? It is here that we borrow a leaf from the calendar of the ancient and wise Egyptians. As we mentioned earlier, the Egyptians had a 360-day year, consisting of twelve 30-day months. The extra five days were celebrated as holidays of cheer and thanksgiving. Our proposed rearrangement puts us in need of not five extra days, but only one. This extra day, called the Year-End World Holiday, would be inserted between Saturday, 30 December, of the old year and Sunday, 1 January, of the new year. It would be celebrated all over the world as a holiday—a day of rest from the tasks of the old year and of re-dedication to the solution of mankind's problems in the year ahead. It would be the first holiday to be celebrated at the same time by all men in all parts of the world, and, as such, would be a permanent inspiration to cooperation and peace among nations.

During leap years, another extra day, the Leap-Year World Holiday, would be added to the calendar at the mid-year point, between Saturday, 30 June, and Sunday, 1 July. This day, too, would be celebrated as a universal holiday.

Various names have been proposed for these two days, the best, perhaps, being W December and W June to indicate their significance as World Holidays.

Not only do these two days serve to round out our equal-quarter year and provide us with two universal days of rest and thanksgiving, but there are further advantages still! Gone are the days when you must refer to the calendar to determine if your birthday will come this year on a Saturday or a Thursday. No longer need you thumb through the almanac to find out if Labor Day will be early or late this year. Just as Caesar's leap year solved the problem of the dangling quarter-day in every year, so do the intercalary days of The World Calendar absorb the dangling fraction in the  $52\frac{1}{4}$  weeks in a year (or  $52\frac{2}{4}$  weeks in leap year). In The World Calendar, every year will begin on Sunday and end on Saturday. Within the year, too, weekdays will always fall on the same day of the month—4

July will always be on Wednesday, 25 December will always be on Monday. With every year alike, business records for one year can be compared with another year without alteration or compensation of any kind. Scheduling will be infinitely easier. Whether prepared for a school term or a railroad, a schedule, once made, will be serviceable for every year thereafter.

How soon can we have this improved World Calendar? On Sunday, 1 January 1950, the present calendar and The World Calendar will coincide. The change can be made at that time without jolt or jar of any kind. Meanwhile, assure yourself of the advantages of this new system of time measurement by writing now to your business groups, and your National Association, putting yourself on record in favor of The World Calendar.

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### OBITUARY NOTES

ORLANDO ROULAND, noted portrait painter, while seated in a chair in his studio apartment died on 27 June 1945, at the age of 72. He was a former President of the Allied Artists of America, Inc., and a member of the National Academy of Design, the national council of the American Artists Professional League, the Lotos and Salmagundi Clubs. His English portraits include those of Sir Alfred East, R.A., the Duke of Argyle and Sir Robert Morant; and in his own country those of President Theodore Roosevelt, Thomas Edison, John Burroughs and John Bigelow.

Both Mr. and Mrs. Rouland became members of The World Calendar Association in June 1931. They were personal friends of Miss Achelis and ardent supporters of The World Calendar, speaking on behalf of this new calendar at every available opportunity.

SIR JAMES BARRETT, Vice Chancellor of Melbourne University 1931-35 and Chancellor 1935-39, Consulting Oculist to Royal Australian Navy and to Victoria Eye and Ear Hospital, Oculist to Royal Victoria Institute for the Blind and Melbourne Repatriation Hospital, and President of the British Medical Association 1935-36, died 6 April 1945.

Ever since 1940, when Sir James joined the Association as a member, he had been actively interested in the work notwithstanding the war. On 29 December 1944, he wrote: "The World Calendar Movement is making headway. People are just beginning to understand it. It will be like so many movements I have seen; it will come suddenly, when U.S.A. moves, and then everyone will say it should have been done long ago."

DR. WILLIAM PAYSON RICHARDSON, founder and Dean of the Brooklyn Law School since 1901, which for many years was a department of St. Lawrence University, died 29 August at his home in Morristown, New Jersey, at the age of 80. He was the author of many text books on law, and a member of the American, New York State and Brooklyn Bar Associations. Dean Richardson had been an interested member of The World Calendar Association since 1931.

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### AVAILABLE

THE "Calendar Comparison" appearing on pages 114 and 115 is part of a booklet which undertakes a graphic exposition of The World Calendar. Copies are available upon request.



# IN MEMORY OF THE RT. HON. HERMANN LAGERCRANTZ

AS it must to all men, death came on 28 September to the Right Honorable Hermann Lagercrantz, Sweden's representative on the Foreign Advisory Committee of this Association. His age was 86. The son of a Councillor of State, upon completing his education he entered a crack cavalry regiment of the Swedish Army.

Although he and his wife possessed a considerable fortune, maintained an elaborate home in Stockholm and were socially active in court circles and otherwise, he resigned his Army commission to engage in sociological work in London's slums for the Salvation Army. Attaining the rank of Colonel, he was transferred to India and remained there until he was invalided home after contracting typhus.

Returning to Sweden and entering business, he became the Manager of the Virsbo Steel Works, in central Sweden. This is one of the important steel companies of the world. Thereafter he was often referred to as the Andrew Carnegie of Sweden.

His memoirs, published in 1944, became one of the most popular books published in Sweden within recent years.

In 1907 he became the Swedish Minister to the United States and served at Washington for three years. In 1927 he was chairman of a committee in charge of an exhibition of Swedish contemporary decorative arts at the New York Metropolitan Museum of Art.

At the time he accepted the invitation of this Association, he wrote: "I want to assure you of my admiration of all you have done and are doing for a reform which I hope will one day be accepted by the whole civilized world."

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## A CORRECTION

ATTENTION has recently been drawn to a misstatement made in the *Journal of Calendar Reform* in its Third Quarter 1944 issue, wherein on page 116 it was erroneously stated that the Edwards Perpetual Calendar begins the year with Monday, 1 January. The Editor regrets this inadvertent error. The first day of the year in the Edwards Perpetual Calendar is New Year's Day, a day set apart from any week or month, that has been described as an isolated or lone day, presumably dated 0 January. The second day of the year then follows on Monday, 1 January, as the first day of the week.

# GLOBAL CALENDAR

*By Gobind Behari Lal*

*From Science Illustrated, May 1945*

*Mr. Lal, whose scientific columns, distributed by the International News Service and other Hearst agencies, have been read by millions for two decades, epitomizes his ideas in the sub-heading: "Scientists Seek to Evolve Basic Calendar to Satisfy Humanity All Over World."*

**I**N these days of rocket bombs, synthetic rubber and nylon stockings, who wants to be run day and night, for months and years, by antiquated and fallacious methods of measuring time periods?

Reformers have long been busy trying to abolish a few simple things like world wars, capital punishment, old age, high cost of living, taxes.

But among them are some first-class astronomers—like Professor Megh Nad Saha, famous astrophysicist of the University of Calcutta, member of the Indian Scientific Mission which recently visited the United States—who want more than anything else to give the world a basic calendar, streamlined by science and logic.

These distinguished men build up a perfect indictment of all established calendars. Not only are existing calendars different for each nation and religion, but they are all hoary and senile, with astronomical notions worthy of the age of Noah.

Our own calendar, originated in ancient Egypt more than 4,000 years ago, was tailored by Julius Caesar, later by Pope Gregory in 1582 A.D.

Who can say that it is perfect? The months are of unequal length, some 30 and others 31 days long; and February has 28 or 29 days.

"But," pointed out Professor Saha, "what a nuisance it is that some of the great festival days—like Easter—wander in all sorts of ways. The Easter holiday may fall any Sunday between 22 March and 25 April, a variation of 35 days."

Again, complains the scientific reformer, the cycle of seven days runs throughout the year, and there is no knowing by any principle on what day of the week the month or the year is to begin.

In some ways, indeed, the ancient Mayan calendar of pre-Christian times was preferable. The successors of the Mayans in Mexico were the Aztecs who continued that system of time divisions. Their year consisted of eighteen 20-day months plus five days, totaling 365 days.



There is no danger of anybody adopting the old Aztec calendar now, for the various groups—Christian, Jewish, Moslem, Buddhist, Brahmanic and the rest—adore their own particular religious and secular calendar systems.

When, in the Middle Ages, science was in the hands of the Arabs and Arabicized Persians, the great poet-mathematician Omar Khayyam, author of the *Rubaiyat*, introduced a remarkably scientific calendar in 1079 A.D. It was based on the first day of the vernal equinox as the first day of the year, which gave 31 leap years in 128 years.

The French Revolution had its own new calendar. It started on the day of the autumn equinox, 22 September 1792, considered the "birthday of liberty."

Each month had 30 days; each week 10 days; and there were five extra days in the year—national holidays named after virtue, genius, labor, public opinion, rewards for good deeds. Those big words were the "Atlantic Charter" of the French Revolutionary thinkers.

But at the Battle of Waterloo, the French calendar went down to defeat.

The Gregorian calendar was not adopted in England until the middle of the eighteenth century, in China in 1912, in Russia in 1918.

By this time, however, the late League of Nations had started to reform the calendar systems with a view to devising a basic one for all the nations to accept. Premature optimism!

However, two systems emerged from the League labors—one with 12 months, the other with 13 months.

Let us take a look at each of them.

The new 12-month year calendar has these features: The year is divided into four quarters exactly alike. Each quarter begins on Sunday and ends on Saturday, and contains 3 months, 13 weeks, 91 days. The first month in each quarter has 31 days. The second and third months have 30 days. Each month has 26 weekdays. The Year-End Day—the 365th day of the year—has been sandwiched between 30 December and 1 January, as an extra day [World Holiday]. The Leap-Year Day—the 366th—is likewise sandwiched between 30 June and 1 July, as an extra day [World Holiday]. New Year's Day—1 January—always comes on Sunday.

To a scientist, like Professor Saha, this "revised 12-month calendar seems balanced in structure, perpetual in form and conforming to the solar year of 365.2422 days and to natural seasons."

The other scheme has a 13-month year with 28-day months. Thus, one extra Saturday, "Year End" day, has to be added at the year's end to make up 365 days.\* Also, two extra Saturdays are added in leap year, one

at the end of each half-year. Every month begins with Sunday and ends with Saturday. All years are alike; all months are alike. What could be simpler? Written down the pattern is this:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

What seems to be wrong with it is that number 13 for the months! Numerology-minded businessmen and politicians just won't have any year with 13 months in it!

However, now that a tale has been told of so many calendars—from the days of the pyramids and the gory Aztecs down to the global-minded League of Nations era—you could work out your own universal calendar and name it after Yalta or San Francisco or V-Day.

What one has to bear in mind to plan a basic calendar for all humanity, something in which different local, national or religious holidays could be included without confusion, are a few fundamental rules.

According to Professor Saha, the sane calendar should (1) follow astronomical facts as nearly as possible, (2) begin the year on some astronomically well-defined point—either the vernal or autumn equinox, or the winter or summer solstice,\*\* (3) begin the calendar era at some astronomically well-defined point of time—Laplace suggested 1250 A.D., (4) keep the Sunday as the day of rest.

The 12-month year system, as submitted by the League, may well be taken as the general framework. The year and the month can be defined by astronomers, also the day, since these depend upon the relative positions of the earth, moon and sun.

The week was a purely human invention. The Babylonians dedicated each day of the week to a planet-god and the habit has endured. There is no other magic in the number 7. Or is there?

EDITOR'S NOTES: \* The 365th day in the 13-month calendar was called "Year Day." The terminology "Year-End Day" originated with The World Calendar.  
\*\* During a recent visit in New York, Professor Saha discussed the question of beginning the year at a seasonal point with Miss Achelis and said that he had come to agree with other scientists that this was a matter not essential to calendar reform at the present time. The immediate and important objective was to get The World Calendar generally adopted.



# A NEW CALENDAR FOR A NEW WORLD

By Mark Osborne

*Abridged from Progress Guide, May 1945*

*"With postwar expansion of air transportation and radio communications by most nations, it is extremely important that both a workable time system and a common calendar be developed."*

ARMY and Navy have taken the lead to change one of the two erratic, outdated systems of recording time. Now it's up to the United Nations and civilian peoples of the world to consider a logical replacement for the other—an outmoded, clumsy and confusing calendar.

With practical common sense and simple wisdom the Armed Forces performed a master stroke when they adopted the 24-hour clock. Immediately, misunderstanding was changed to clarity, confusion to order. Errors and complications, results of an antiquated A.M. and P.M. system, disappeared as if by magic. This new timekeeping method, the duodecimal of number 12, or twice-told 12, has been established for all men in the Allied forces. Hours are counted in units of hundreds, from 100 to 2400; minutes, from 1 to 59, the same as before. Thus, 100 is 1 A.M.; 1300 is the old 1 P.M.; 1730 is 5:30 P.M.; 2145 is 9:45 P.M., etc., up to 2400—midnight.

With the pattern set for them, civilians would do well to adopt this 24-hour clock in their daily lives and affairs, and benefit from its simplicity. And as a companion plank to the new clock in postwar planning, The World Calendar reform, also known as the "12-month equal-quarter" system, is entitled to the same favorable consideration.

A twentieth century calendar improvement is urgently needed to meet new world tempos and moods. The way of living, the habits and temper of all peoples have changed. Civilization will always be devoted to the ideal of progress—now and tomorrow—to make life simpler and better.

Objections to the present Gregorian calendar are many and world-wide. It has been in use in English-speaking nations for less than 200 years, and in some countries for less than 20 years, yet its faults already are obvious.

Most glaring of all shortcomings is its ever-shifting nature. Days and

dates, from year to year, never agree. Weeks stagger crazily in and out of each month. Months are counted on the fingers and knuckles of one's hand, or by reciting a childish rhyme, in order to differentiate. Quarterly periods vary between 90 and 92 days. Half-years also are unequal—from 181 to 184 days. The month of February is ridiculously and disproportionately short; in fact, 10 per cent shorter than its neighbors, January and March. The reason? It was the last month to be named, a proverbial stepchild, by the early Romans who had no scruples about changing month-lengths.

Nothing ever stays put with the Gregorian calendar. Each successive new year begins on a different day of the week. All holidays change annually with silly irregularity. As it stands today, the calendar represents 14 different yearly arrangements. A complete ready-reference file for every year must of necessity be made up of 14 calendars, one to begin with each of the seven days of the week, from Sunday through Saturday, and another series of seven for leap years.

The proposed World Calendar of 12 familiar months is a worthy successor. It equalizes quarter and half-years, and makes the calendar perpetual, every year the same. It is precisely the arrangement that has been decided to be the most practical, the most scientific, the most generally accepted, and the most easily adopted. There is so much to be gained by its acceptance, and with so little effort.

This modern calendar is based on the solar year, too. It is 365 days long and has an extra day inserted—calendar makers name it "intercalary" day—every four years. Because neither a normal (365-day) year, nor a leap (366-day) year is divisible into quarters, one day (or two) is set aside. With 364 as a base, the year is divided into four quarters of 91 days each. Quarters consist of three months, with the first month of the quarter having 31 days; the other two, 30 days each. The pattern is 31, 30, 30—repeating four times annually. January, April, July and October are 31-day months; the rest have 30 days.

Thus, the year has four months of 31 (5 Sundays) days and eight months of 30 (4 Sundays) days. Every month has exactly 26 weekdays, in addition to Sundays. Quarters begin on Sunday and end on Saturday. Every year starts on Sunday, 1 January. Dates in any one month will fall on the same day of the week every year. Balance, order and harmony are thereby achieved without difficult transitional changes.

The universally recognized holiday of Christmas, 25 December, would fall on a Monday every year under The World Calendar. Holidays will be stabilized. Of particular interest to government, business and workers, all holidays could fall on or next to Sunday. New Year's Day is a Sunday. Easter need no longer wander all over the spring months, assuming



churches would agree on a fixed date—preferably Sunday, 8 April.\*<sup>1</sup>

In the United States, Labor Day would be Monday, 4 September. Thanksgiving, which has been changed just recently by governmental order [fourth Thursday, 23 November], might well be made Saturday, 25 November [or Monday, 27 November]. Only the Fourth of July would occur in midweek, Wednesday. But this could be moved up to Monday, 2 July, the day the Declaration of Independence was introduced in Congress in 1776.

But what about the day set aside—the “extra” day—and, in leap years, two extra days?

The World Calendar Association, leading sponsor of the cause of calendar reform, has accepted the consensus of authorities that the logical place for the “extra” day is at the end of December. It is also recommended that it be designated as a World Holiday by all countries. On that day the calendar takes a holiday, and so would all peoples of the world. This World Holiday is called Year-End Day, W (31) December, and placed at the end of the fourth quarter following Saturday, 30 December.

In leap years the additional (intercalary) day represents an approximate adjustment to provide for the extra 5 hours, 48 minutes and 46 seconds that astronomical calculations show to be the excess of the true solar year over an exact 365 days. The World Calendar places Leap-Year Day at the end of June, in mid-year, for balance, again a World Holiday—W (31) June—that follows Saturday, 30 June.

World Calendar reform, long the subject of international study and conference, meets the needs of industry, government, agriculture, education, religion, science, social life—practically all phases of human activity.

The movement is sponsored by 32 foreign groups in as many countries. Already, 14 nations—Afghanistan, Brazil, Chile, China, Estonia, Greece, Hungary, Mexico, Norway, Panama, Peru, Spain, Turkey and Uruguay—have officially approved and are ready to adopt The World Calendar.

With postwar expansion of air transportation and radio communications by most nations, it is extremely important that both a workable time system and a common calendar be developed.

In government and business there is a definite need for uniformity. Accountants and statisticians who must check comparisons of unequal months, quarters and fiscal periods have long awaited and wanted a calendar reform. Important dates—for tax payments, inventories and financial statements—that fall on a Sunday, always present a problem. Pay rolls,

\* According to the Catholic Biblical Association, after hundreds of years of study and research, the date of the Crucifixion and death of Christ has been determined as 4 April 33 A.D., or 7 April 30 A.D.

<sup>1</sup> EDITOR'S NOTE: The World Calendar Association considers a fixed Easter a matter for decision by the churches.

budgets, schedules, production—all irregular now because of an antiquated and wasteful Gregorian calendar—can be stabilized.

Industry, and retail business especially, would profit by The World Calendar's arrangement for all holidays to be on or next to Sunday. Heating and maintenance costs are reduced when shutdowns are consecutive. Expenses, deliveries and inventories can be better controlled. For the retailer, advertising schedules could be simplified. At present any merchant's Christmas plans must change annually with the calendar. Holiday advertising and sales are most important to his business, yet he must almost always disregard past records (which cost him money) and resort to new planning and dates. All these changes and interruptions to the routine flow of business are costly, and are added in the form of "overhead expense" to the price of goods sold.

Commodore J. F. Hellweg, Superintendent, U. S. Naval Observatory, Washington, and guardian of America's clock time, has stated: "The U. S. Naval Observatory has approved very strongly The World Calendar. Benefits from it are manifold, and differences from long-established customs are negligible. . . . My advice to all advocates of calendar revision is to devote their energies to the only proposal which meets all requirements of the situation, with a minimum of upheaval and disturbance and a maximum of benefits to mankind—The World Calendar."

In printing alone, The World Calendar would effect savings of millions of dollars. . . . One set of plates will last a printer for many years, as against 14 different yearly arrangements of days and dates.

. . . Already, the Protestant Episcopal Church, Council of Bishops of the Methodist Church, and independent rabbis and priests of Jewish and Catholic churches have given their approval.

Even Mohandas Gandhi, recognized leader of a country which has no less than a dozen calendars among its many religious sects, has approved The World Calendar. He believes that any reform which might help to unify the people of India—or the world—is entitled to support.

Educators favor the new calendar because it will balance and stabilize school schedules.

The farmer, whether his crop is milk, livestock or grain, will find his work easier and his profits greater when The World Calendar is in effect, according to Professor E. R. Gross of Rutgers University. Said he: "Whether it is the planting of a crop, its cultivation or its harvesting; whether it is the purchase, the feeding or the sale of livestock; and even though the day's routine may be as methodical and constant as that of the average dairy farmer, the days, dates and periods of the year must be readily comparable with like periods of previous years. With one month of



five Sundays and four Saturdays (and with the situation reversed this year), and with days and dates constantly changing, comparison is difficult if not impossible. Planning takes extra time and time on the farm today is more than money."

The obvious benefits to the legal profession and those concerned with laws, contracts, legal holidays and anniversaries need scarcely be mentioned. Division of the year into unequal quarters has long been a headache for those engaged in legislative activities.

With all holidays set to occur over week-ends, Sunday and/or Monday or Saturday,\* workers will have more opportunities to enjoy their favorite forms of recreation and travel.

All sports would benefit by calendar reform. Major events—big days in the lives of fans, schools and communities—would recur on the same day and date, the most favorable for the occasion every year. Baseball, football, basketball and hockey schedules can be planned far in advance, fixed and permanent. Such an arrangement would facilitate the detail and red tape which must be cleared and cut so that players can participate. Travel problems and expense accounts can be held to a minimum. It is highly significant that the Amateur Athletic Union of the United States, which supervises all types of athletic contests and American participation in the Olympic Games, unanimously approved the new perpetual calendar of 12 months and equal quarters.

Adoption of The World Calendar can be accomplished with little or no disruption of the old order. Contrary to the birth of the Gregorian calendar in 1752, when 11 days between 2 September and 14 September were skipped, the new arrangement fits in perfectly to begin the year 1950. Since that year starts on Sunday, Gregorian and World style, the new and old would coincide, day by day, from 1 January through 28 February, and again from 1 September to 30 December.

Obviously, a calendar revision would require international agreement. With 14 nations already committed, the support of world-wide sponsoring organizations, and the enthusiastic religious, science, business, educational and social groups, The World Calendar movement might well be a part of all nations' postwar plans for adoption before the end of 1949.

Elisabeth Achelis, President of The World Calendar Association, believes, and rightly so, that one unique feature alone—its one, and occasionally two, World Holidays—would surely exert a unifying effect on peoples of all nations.

"A New Calendar for a New World," would help attain the ideal of international cooperation and the promise of world amity and order.

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\* See footnote, page 119.

# THE WORLD CALENDAR WOULD FACILITATE SCHOOL ADMINISTRATION

*By Dr. J. W. Baldwin, The University of Texas*

*From The Texas Outlook, Fort Worth, September, 1944*

THE time and the opportunity have arrived to take advantage of the innumerable and immeasurable benefits to be gained by all institutions, organizations, and individuals from an extremely minor though tremendously significant revision of the current calendar.

The World Calendar Association, a world-wide, non-political, non-sectarian service organization, has devoted 15 years to research and investigation in its attempt to discover what improvements can be made in our present calendar without disturbing any of the features which have become intimately associated with social customs and religious sanctions of organizations and individuals throughout the world.

The World Calendar which this Association now proposes is remarkable for its simplicity as well as for its adequacy and its perfection in every detail. And yet it is so nearly a reproduction of our present calendar that practically no objection has been voiced to the few necessary internal alterations. Almost all individuals and groups to whom the plan has been presented are enthusiastic in their praise of its many merits.

The 365 days for regular years and 366 days for leap years, the seven-day week, and the three-month quarters to which we have become accustomed are all retained. By the simple process of shifting a day or two from one month to another here and there—affecting only about half of the months—and by setting aside the last day of each regular year and an additional day in leap years as World Holidays, a clumsy monstrosity is converted into a perfect instrument for the demarkation of time intervals.

Once this revised calendar is adopted it will repeat itself in every detail from year to year for all time. The necessity for securing a new calendar at the beginning of each year will vanish.

One of its greatest advantages is that each month will have 26 work-days



or weekdays instead of the greatly varying number which now constitutes such a formidable handicap to all industrial, financial, commercial, professional, and social enterprises and commitments. Each quarter will begin on Sunday and end on Saturday, and will have an equal number of days and the same patterns for months and weeks. The year will begin on Sunday and end on the Saturday which immediately precedes the intercalary World Holiday.

Best of all, perhaps, is the fact that each month-date will be permanently anchored to a given weekday instead of wandering through the week from year to year and throwing the whole calendar out of balance. For example, Christmas will always come on *Monday*, 25 December. Other holidays and special days will stick to given weekdays as well as to the proper month-dates. It will be much easier to remember and to provide for celebration of birthday anniversaries and other days of special significance to individuals and groups in a calendar which ties them permanently to the same weekdays as well as to the proper month-dates.

Had our solar year been exactly 364 days in length instead of approximately  $365\frac{1}{4}$  days we would have had this uniformly balanced, perpetual calendar long ago. For 364 is divisible by 7 and by 4 while neither 365 nor 366 is divisible by the number of days in the week and the number of quarters in the year. To set aside one day annually and an additional day once each quadrennium to be observed as international good-will days would seem a small price, if any, to pay for the many advantages to be gained.

Lest it be argued that we should not tamper with a device which is as much a part of our culture as is the Gregorian calendar we need but to remind ourselves that man has been modifying and improving his calendar for almost 90 centuries, that the English-speaking countries have been using the present calendar less than two centuries, and that some countries adopted it less than 20 years ago. The shift from the Julian calendar to the Gregorian involved far more extensive and radical changes than those contemplated in the present proposal. For example, we now celebrate the birth of Washington on 22 February when as a matter of fact he was born on 11 February by the Julian calendar which was used by the colonists at that time.

Although everyone living in English-speaking countries on 2 September 1752 found himself 11 days older rather than one day older the next day, no harm seems to have come from this radical change in the instrument by which we keep track of the march of time. No days are gained or lost in the proposed change. It will be a painless, effortless change.

Even a superficial examination of The World Calendar should be suffi-

cient to convince us that the slight variation from the present arrangement does not disturb any of the features which have acquired sentimental or religious significance, and that it provides us with a calendar which meets every demand which could be made of a calendar.

Although this minor revision of the calendar would be as beneficial to government, finance, labor, law, industry, the home, the church, and other institutions and professions as it would be to the school, yet this discussion is limited to a brief consideration of its most obvious advantages to school administration on all levels.

One of the most annoying problems which confront administrators of schools and colleges is that of schedule making and management. Under the present calendar it can never be satisfactorily accomplished, and it must be done over again each year. The 365th day in our calendar makes any schedule for any year almost wholly useless for the next or any succeeding year. In leap year we have two days which interfere with the orderly and logical correlation of the subdivisions of the calendar. These extra days constantly gum up the schedule machinery.

As a rule, some of the special events, programs, and group meetings, and some local community special occasions which must be integrated with the school schedule are governed by month-dates only, while others are scheduled for given weekdays. Since the month and weekdays are not synchronized in the calendar it is inevitable that many conflicts will occur even in the "best laid schemes," resulting in the necessity for almost constant revision of the schedule or a resort to unsatisfactory makeshifts. Frequently members of the staff and members of the student body find themselves scheduled for two performances at the same time.

Registration day, examination schedules, holidays, athletic events, parents' day, alumni meetings, club programs, commencement day, and other special occasions have to be laboriously figured out on a different basis each year. Outsiders seldom learn the dates of events in which they are interested until it is too late to adjust their own schedules to harmonize with those of the schools. It all adds up to a perpetual headache for the schedule maker and for many other people as well. Truly, "the times are out of joint."

Since the majority of the schools have registration and opening days on the same days of the week each year, and since the month-date moves forward one day in the week in regular years and two days ahead in leap years the schools open as much as a week earlier or later in some years than in others. The schedule is thus thrown out of balance for the whole school year. The pre-holiday and post-holiday periods are lengthened or shortened on this account, and the summer vacation fluctuates in length

so that the patrons and the teachers cannot plan their vacation schedules and school responsibilities satisfactorily.

The proposed World Calendar which has been approved by the National Education Association, the World Federation of Education Associations, and many other educational groups, as well as by many hundreds of prominent educators throughout the world, will permanently tie the month-dates to given weekdays, and, without any inconvenience to anyone, will provide a perfect and permanent pattern for a wholly adequate schedule, the main features of which can be set up for ten years as easily as for one year. Only minor adjustments need be made from year to year, and these can be made with the greatest of ease.

Everyone who is interested in any phase of the school program will know at all times how to integrate his individual plans with the main features of the school schedule. There need be no more conflicts, uncertainties, and misunderstandings to haunt the administrator, since The World Calendar, "like the law of the Medes and Persians, changeth not." All important events and special programs will occur on the same day of the week each year as consistently as they will on the same date of the month for as many years in succession as is desired. What a boon for harassed school and college administrators!

This perfectly balanced and unvarying calendar will save millions of dollars worth of time and energy annually for the school because it will simplify to the Nth degree the compilation of statistics involved in budgeting, accounting, reporting, and keeping of records. Such activities can then be performed by clerks while the administrator devotes his time and talents to professional duties which cannot be reduced to "rule of thumb" or routine procedure. There will always be a double check on all records because they will have weekdays as well as month-dates. There are other advantages too numerous to mention in a brief article.

But educators are interested in the adoption of this calendar not only because of the many direct advantages to the schools, but also because of the fact that such an improvement in the calendar would be of inestimable benefit to all humanity for all time. The schools are not maintained for their own welfare, but for the common welfare. The promotion of this calendar reform is a worthy enterprise for any educator who has the welfare of the school and that of society at heart.

When the peace conference convenes the item of calendar reform should be high on the calendar of that deliberative body, and prominent in the agenda of its advisers. In the meantime the matter should be kept before the United States so that we shall take the leadership role which is expected of us by the 14 countries which have approved the plan.



# CURRENT PRESS COMMENT

## World Calendar Offers Many Fine Advantages

New Brunswick (N. J.) Home News

16 July 1945

THE World Calendar Association is meeting with some success in its campaign for universal adoption of a model calendar that would completely do away with the irregularities of the present calendar.

The World Calendar would be an unchanging calendar. Holidays would remain fixed, instead of wandering through the week—1 January would always be a Sunday, the Fourth of July would always be a Wednesday. Bankers and businessmen would find their calculation problems simplified. And one of the most popular features of the proposed calendar is that two new holidays would be created, a World Holiday at the end of December each year and another World Holiday at the end of June in each leap year.

The World Calendar has so many advantages that all that seems to prevent its adoption is man's conservative clinging to the customs of the past. It will come eventually. Why not now?

## Another Postwar Project

Reno (Nev.) Gazette

17 July 1945

CALENDAR reform is a lot like Mark Twain's weather—everybody talks about it, but no one ever does anything about it. The reformists had hoped that their objective might be reached on 1 January this year. With the world embroiled in war, however, the impossibility of effecting the reform was recognized.

The enthusiasm of those actively engaged in promoting a world calendar hasn't been dimmed a whit. The quarterly *Journal of The World Calendar Association* is still packed with logical articles pointing out the undesirability of

the present unbalanced and unstable calendar system. And another sound argument is being advanced in support of the change—that "it logically belongs and will be a valuable adjunct in all international conferences dealing with economics, trade, labor, cultural conditions, boundaries and geography, international relations and affairs of state, as well as the everyday needs of every man and woman, whether in business or at home."

## Up-to-Date Calendar Welcomed by Business

Mamaroneck (N. Y.) Times

24 April 1945

MANY people have been interesting themselves in recent years in a reform of the Gregorian calendar to bring our time-recording system up to date. For the present cumbersome calendar year, with its patchwork of odd-sized months, they would substitute a streamlined system.

Abolition of the Gregorian calendar would be welcomed by businessmen who find it a bewildering maze, making it virtually impossible for them to draw the true comparisons that are so essential for success in the business world. A firm's index of business activities for March, 1945, for instance, fails to provide an equitable basis for comparison with the business done during the same month in 1944 for the simple reason March of 1944 contained only four week-ends and last March had five. Again, the Easter trade was included in April business a year ago, but this year fell in March.

The World Calendar Association says the solution is its new arrangement of the 12 months so they will always start on the same day of the week, year after year, so each quarter will contain exactly the same number of business days.

Those points argue eloquently for such a perpetual calendar. Now that it has been devised, it has only to be put into effect.

# EXCERPTS AND REVIEWS

## *Transportation and the Calendar*

*From Traffic World, New York, N. Y., 28  
April 1945*

IN an article in the current issue of the *Journal of Calendar Reform*, Edward F. Flynn, Assistant to the Vice President and General Counsel, Great Northern Railway, discusses the matter of calendar reform as it would apply to railroad operations and accounting. The possibility of altering our present cumbersome and inefficient way of keeping track of the days has been under discussion for nearly half a century. The calendar we use, the Gregorian, dates back several hundred years when an adjustment had to be made because inaccuracies in the old Julian calendar had accumulated to a point where the inevitable final consequence of moving traditional dates into new seasons faced the learned world.

Before the existing sentiment toward calendar simplification grew, there had been a number of attempts to "rationalize" the calendar. In France, in the days of the revolution, a calendar in which the week consisted of ten days was officially in force for a number of years, but the people never accepted it, and with the rise of the Directorate it was abandoned. The Soviets tried much the same thing, although they attempted to satisfy the people with a day of rest every five days instead of every ten; but if it has won any acceptance in Russia, current intelligence doesn't indicate so.

In the newer considerations, a proposal for a calendar of 13 months, each consisting of four seven-day weeks, attained some popularity and was adopted, for accounting purposes, by a number of industrial organizations who saw in it a way to make monthly financial and other statements truly comparable. The idea has not struck the popular imagination, however, because it calls for rather radical changes. Incidentally, it has been pointed out, that it would also create 13 days in every year that would be "Friday the 13th."

The proposal discussed by Mr. Flynn is known as The World Calendar. It would continue the present year, made up of 12 months, but would divide the year into four equal quarters. Each quarter would consist of 91 days as compared with the existing variation of from 90 to 92 days. Each quarter would begin on Sunday and end on Saturday, and the first month of each quarter would have 31 days with the other two having 30 days each. Thus, January, April, July and October would be identical months on the calendar, each beginning on Sunday and containing 31 days. February, May, August and November would also be identical, beginning on Wednesday and having 30 days; March, June, September and December, each with 30 days, beginning on Friday, would also be identical, ending on Saturday. The extra day in the year would fall between 30 December and 1 January. In leap year, there would be a second extra day falling between 30 June and 1 July.

The World Calendar, as Mr. Flynn points out, would greatly simplify accounting and statistical work on the railroads, as elsewhere in business. Because of the fact that the 31-day months each have five Sundays, while the 30-day months each have only four, each month would contain uniformly 26 weekdays. The year would divide neatly into two 182-day halves and four 91-day quarters. Each year would be identical with all others. The wall calendar would be a perpetual calendar, so that statistical comparisons, monthly and annual, would really mean something. Anyone who has worked over or studied graphs indicating such things as revenues and carloadings knows what ingenious artificial adjustments must be made to bring stated monthly or yearly periods into forms that may be truly comparable.

Mr. Flynn insists that, while the railroads are progressing with the streamlining of equipment and services, they ought to get behind the proposal to streamline the calendar. On the point, he says:

"A calendar that stays put, with every day and date the same, free from wander-



ing holidays, would make the operation of the railroad easier. Definite plans could be made and precedents once established could be continued with slight revision. The savings in the advertising department should be substantial, not only in printing alone, but in the matter of frequently changed time-tables and in money spent for other printed matter necessary to encourage vacational and seasonal travel.

"A stable calendar of 12 months and equal quarters, it seems to me, would be a great saver in railway accounting, in anticipating the making up of trains, in planning the proper allocation of rolling stock, and in the efficient diversion of help.

"No one but a seasoned railroad man can know the hectic hours in all departments occasioned by an unusually heavy week-end. Today, there are few precedents. A holiday falling on Wednesday means that a certain number of train sections will be needed. A week-end holiday may call for even greater facilities than the same holiday last year. As an example: No one knew what to expect travel-wise last Thanksgiving. Rolling stock was assembled in greater numbers than was needed, because, to everyone's surprise, Thanksgiving travel in 1943 was unusually light, considering the number of men on furlough, while it was excessively high during the Memorial and Independence holidays.

"If the railroads had a perpetual calendar which could be depended upon, it would not be long before the records of the previous year could become rules of thumb upon which to base the plans of this year. Weather, special events and unanticipated conditions, of course, would cause slight fluctuations. But, speaking broadly, there would be at least a mark at which to shoot.

"In railway law departments, attorneys will know the exact and definite date of the opening of a term of court either locally, or in the highest state or federal courts. These attorneys will not have to fumble about to find out when comes the 'first Tuesday after the first Monday' of a certain month, as they do at present.

"And in the tax departments of railways the same rule will apply as to dates

of meetings of county commissioners and other taxing bodies.

"There is not sufficient space to point out all the advantages of this perpetual calendar as it affects the various intricate operations of the transportation business. It makes periods comparable and when you have an opportunity for comparison you are better qualified to make plans for today. The World Calendar becomes a yardstick by which today's accomplishments and tomorrow's plans can be measured against those of a similar period at some prior date."

Before the outbreak of this war, the idea of The World Calendar had made considerable progress. The League of Nations had assigned it for consideration to its Committee on Transit and Communications, and that Committee had ascertained that no less than 14 nations were ready to accept it in principle. It has been endorsed by the Chamber of Commerce of the British Empire, by the American Institute of Accountants, the National Education Association, and by a number of other business, educational and religious organizations.

Under the stress of war, of course, anything that requires international cooperation has had to mark time. One of the fruits of a world organization, such as many hope will emerge from the conference now going on in San Francisco, may well be subsidiary bodies, such as those of the old League of Nations, one or the other of which might study and recommend on the matter of calendar reform. If and when the matter again becomes active, it will pay, not only the railroads, but other means of transportation and the great body of users of transportation to give some serious consideration to it.

## CORRECTION

A. J. Hills' article in the 24 February issue of *The Listening Post* was reprinted in this department, Second Quarter 1945 issue, under a wrong and irrelevant title. The title should have been "Calendar Revision Making Progress."



# FROM THE MAIL BAG

I heartily approve of the proposed "World Calendar."—Douglas S. Scott, Trinity College, Toronto.

I have received the *Journal* for many years, enjoyed reading it, and seized the opportunity whenever offered to preach a world calendar to my students and others.—E. C. H. Bantel, Asst. Dean Emeritus and Prof. of Civil Engineering, Univ. of Texas, Austin.

Please let me congratulate you for this wonderful World Calendar that will help a great deal business, workers, housewives, associations and so forth, in making more definite dates for conventions, traveling and so forth.—Antonio Malo, Managing Director, Hotel de las Americas, Acapulco, Mexico.

I have been quite interested in this subject of the revision of the calendar for some time.—G. F. Smith, Barrister, Napanee, Ont., Canada.

I am truly sold on the new World Calendar.—Lawton V. Crocker, Pres., The National Survey, Chester, Vt.

Since first hearing of it, I have been an enthusiastic supporter of The World Calendar, and would like to publicize it.—L. Morton Norman, Halifax, Canada.

I am convinced that your new World Calendar plan will save valuable time and that red tape will be less rampant everywhere.—Walter H. Mueller, San Francisco, Cal.

You are rendering a splendid service.—Prof. H. E. Marsh, Redlands, Cal.

May I take this opportunity to heartily add my endorsement? My experience in business, prior to enlisting in the service, often made me wish for a calendar change such as you propose in The World Calendar. It would simplify so many things.—Raymond W. Clark, Y1/c, U. S. Naval Hospital, Corona, Cal.

The World Calendar would be useful in

solving many problems relating to the medical profession and the administration of hospitals, etc.—Dr. M. N. Porturas, Castrovirreyna, Peru.

This is the time to have a new calendar, along with a new world. I would be glad to be the Sioux City representative of The World Calendar Association.—Walton H. Herman, Insurance, Sioux City, Iowa.

The idea of adopting a World Calendar merits all my best wishes.—Telesforo Angel, Liberia "Cultura," Sonsonate, El Salvador.

It gives me pleasure to compliment you highly for this very affirmative initiative which would be of great benefit to the medical profession and to business in general, because it would stabilize days and dates making them invariable. In congratulating you upon this initiative, I join decisively and unconditionally in the creation and establishment of The World Calendar.—Dr. Carlos Llerena Fernandez, Chief Physician of the Estación Sanitaria Maritima, Ilo, Peru.

I think we should all cooperate in support of The World Calendar. I admire the modest but serious way you urge the acceptance of The World Calendar, and hope for its early adoption.—Dr. C. A. Chant, Astronomer, Richmond Hill, Ont., Canada.

Please record my support and endorsement of The World Calendar.—A. A. Gardiner, Gen. Passenger Traffic Mgr., Canadian National Railways, Montreal.

I am very much in favor of The World Calendar, and I hope that your efforts to have it adopted will meet with success.—Dr. C. H. Clemminshaw, Asst. Dir., Griffith Observatory, Los Angeles, Cal.

I am an ardent advocate and zealous supporter of the proposed calendar reform. Like some of the previous reforms of the world, its very unimpeachable simplicity seems to be holding it up.—Ernest F. Herman, Hollywood, Cal.



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